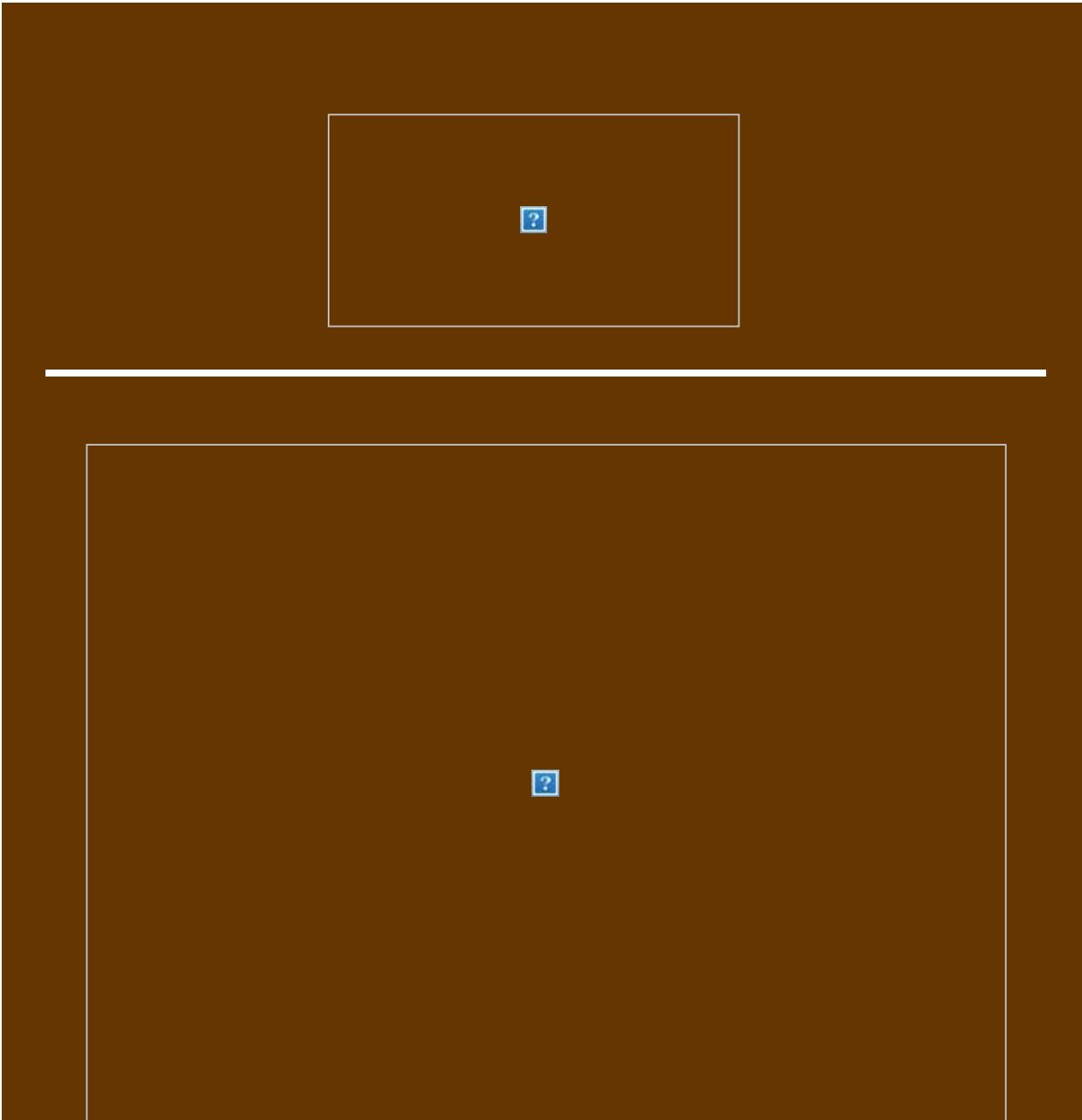


**From:** [Downtown Development District](#)  
**To:** [Kent Smith](#)  
**Subject:** "Kelsey Montague: What Lifts You" presented by the DDD and Pelican Bomb  
**Date:** Thursday, July 30, 2015 6:03:16 AM

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(Taylor Swift poses in front of wings)

# **The DDD and Pelican Bomb Present "Kelsey Montague: What Lifts You"**

Opening: Saturday, August 1, 6-10 PM in conjunction with Whitney

## White Linen Night

NEW ORLEANS - [The Downtown Development District](#) and [Pelican Bomb](#) present artist [Kelsey Montague](#) bringing her interactive "What Lifts You" mural campaign to New Orleans. The temporary mural will be on view for a limited time starting Saturday, August 1 at 750 Carondelet Street. The official unveiling of the piece is at 6:00pm.

"We are very excited to bring this inspirational display of street art to Downtown and our city," said DDD President & CEO Kurt Weigle. "Not only is this depiction of wings a strong, positive message, it is engaging, allowing each of us to become part of a living work of art. I encourage all visitors to Downtown to stop by and take advantage of this exciting opportunity, and to share their Downtown NOLA experience through social media."

Montague first entered the public eye after Taylor Swift posted a selfie in front of the artist's larger-than-life line drawing of wings in New York, turning Montague into an Internet sensation overnight. Since then, Montague has traveled all over the world drawing her signature wings on walls from Las Vegas to New Zealand with customized details to reflect each place.

The wings in New Orleans celebrate the city's unique natural and cultural landscapes, incorporating images and patterns that will be familiar to any resident or visitor with Montague's distinctive vision. "What Lifts You" invites the people of New Orleans to take their photos in front of the wings and share the photos, along with what truly inspires them, on social media. The project explores the positive potentials of social media, public art, and personal motivation.

"Kelsey Montague: What Lifts You" in New Orleans is sponsored in part by The Domain Companies and the Hilton Garden Inn New Orleans French Quarter/Central Business District.

"Domain saw Kelsey Montague's work as an opportunity to create something for Downtown residents and visitors to enjoy while we work through future development for 750 Carondelet," said Matt Schwartz, Principal of [The Domain Companies](#). "Public art

strengthens communities - it brings people together through shared experience. As the Downtown New Orleans community grows, it's inspiring to see art installations like this expand with it. Having an artist of Kelsey's caliber bring her project Downtown is huge for the city, and we look forward to seeing the community interact with her piece."

The piece is expected to be on display through the end of October. For all press inquiries, contact Amanda Brinkman at 504.252.0136 or [amanda@pelicanbomb.com](mailto:amanda@pelicanbomb.com).



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